Attorney Docket Number US 010502

Amendments to the Claims:

No amendments to the claims are made herein. This listing of claims will replace all prior versions, and listings, of claims in the application.

1.   (original) A method of presenting a commercial in a time slot to a viewer, the method comprising the steps of:

providing one or more commercials to a receiver operatively coupled with a display device, each commercial having an agent associated therewith, the agent for each commercial configured to place a bid for the time slot on behalf of the associated commercial;

auctioning the time slot to the one or more commercials provided to the receiver;

selecting the commercial having the agent which placed a winning bid; and

displaying the commercial having the agent which placed the winning bid during the time slot.

2.   (original) The method of claim 1, further comprising the step of:

storing information related to the commercial having the agent which placed the winning bid in a vault.

3.   (original) The method of claim 2, further comprising the step of:

allowing the agent for at least one commercial to access the information in the vault, the agent using the accessed information to determine the bid to be placed for the time slot.

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4.   (original) The method of claim 1, further comprising the steps of:

maintaining a profile database to store data related to local viewer preferences; and

allowing the agent for at least one commercial to access the local viewer preference related data in the profile database, the agent using the accessed local viewer preference related data to determine the bid to be placed for the time slot.

5.   (original) The method of claim 4, wherein the local viewer preference related data includes demographic information about the viewer.

6.   (original) The method of claim 4, wherein the local viewer preference related data includes viewing habit information about the viewer.

7.   (original) The method of claim 1, wherein the bid placed by the agent of at least one commercial is a fixed amount.

8.   (original) The method of claim 1, wherein

the winning bid awarded by the awarding step is the bid having the highest monetary value.

9.   (original) The method of claim 1, wherein

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the winning bid awarded by the awarding step is determined by setting a desired

monetary value, and then reducing the desired monetary value until the agent of at least one

commercial places a bid at least equal to the desired monetary value.

10.   (original) The method of claim 1, wherein

the commercial delivery step includes loading at least one commercial and the agent

associated therewith onto the television receiver prior to the time slot.

11.   (original) A system for presenting a commercial in a time slot to a viewer, said

system comprising:

at least one source of one or more commercials, the source providing each said

commercial having an agent associated therewith, the agent for each commercial configured

to place a bid for the time slot on behalf of the associated commercial;

a receiver operatively coupled with a display device, said receiver configured to

receive each commercial and associated agent; and

a processor operatively coupled with the receiver, the processor capable of

executing instructions encoded by the agent associated with each commercial

to determine the bid to be placed for the time slot;

auctioning the time slot to the one or more commercials provided to the

receiver;

selecting the commercial having the agent which placed a winning bid; and

displaying the selected commercial on the display device during the time slot.

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12.   (original) The system of claim 11, further comprising:

a vault operatively coupled with the processor for storing information related to the commercial having the agent which placed the winning bid.

13.   (original) The system of claim 12, wherein the processor is further capable of allowing each agent for at least one commercial to access information previously stored in the vault, the agent using the accessed information to determine the bid to be placed for the time slot.

14.   (original) The system of claim 11, further comprising:

a profile database operatively coupled with the processor to store data related to local viewer preferences; and

further wherein the processor is capable of allowing the agent for at least one commercial to access the local viewer preference related data in the profile database, the agent using the accessed local viewer preference related data to determine the bid to be placed for the time slot.

15.   (original) The system of claim 11, further comprising:

memory operatively coupled with the receiver, the at least one source providing the commercial and the agent associated therewith onto the memory prior to the time slot.

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16.   (original) The system of claim 11, wherein the receiver is configured to receive the

commercial and agent associated therewith simultanteously.

17.   (original) The system of claim 11, wherein the receiver is configured to receive the

commercial and agent associated therewith separately.

18.   (original) A method of presenting a commercial in a time slot to a viewer, the

method comprising the steps of:

providing one or more commercials to a receiver operatively coupled with a display

device, each commercial having an agent associated therewith, the agent for each

commercial configured to place a bid for the time slot on behalf of the associated

commercial;

maintaining a profile database to store data related to local viewer preferences;

allowing the agent for at least one commercial to access the local viewer preference

related data in the profile database, the agent using the accessed local viewer preference

related data to determine the bid to be placed for the time slot;

auctioning the time slot to the one or more commercials provided to the receiver;

selecting the commercial having the agent which placed a winning bid;

displaying the selected commercial on the display device during the time slot; and

storing information related to the commercial having the agent which placed the

winning bid in a vault.

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